

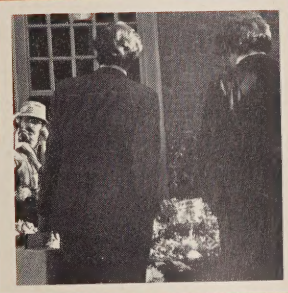
91V04-825

X 6-11-11

3 9999 06586 293 8



M3/B16
RA
80/22

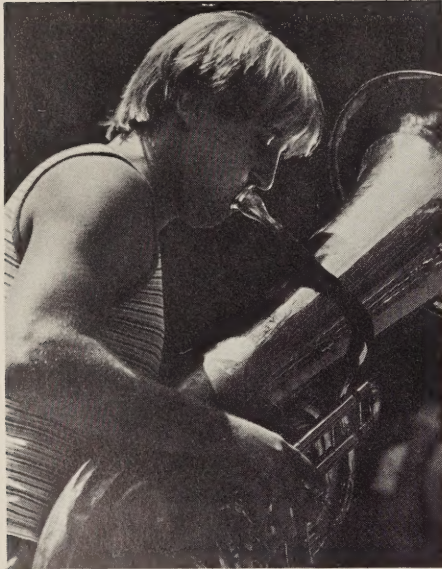




The Busiest Corner in New England

The corner where Summer and Winter Streets meet Washington Street has always had more pedestrian traffic than any other corner in New England. The trouble was it was one of the narrowest, noisiest, traffic crossings as well. Until the birth of Downtown Crossing.





"This store is now the top Woolworth's in the country in sales per square foot. We couldn't say that three years ago. We even do better than New York and San Francisco in *total* sales some weeks and they have bigger stores.

"We've got new hotels, apartments and offices going up within blocks of the Crossing. We're looking forward to an incredible future."

Pierre Merkl, General Manager, Woolworth Company

Asphalt and potholes gave way to three new miniature parks. Benches, lots of them, together with new streetlights invited people to linger in places where fender dodging had long been the only diversion. Street musicians, clowns, mimes, jugglers, and magicians replaced the symphony of idling diesels, angry horns, and blocked sirens.

And the people voted with their feet. They came, they saw, and they keep coming back. Weekday store purchases are up 26% in the area since 1978. At a time when other cities are struggling to stay even, Boston has surged so far ahead that a national trade journal now calls it the third hottest retail market in the country.



"Think about this corner three years ago — horns, exhaust fumes, traffic jams. It was dangerous! Now people come here to eat lunch outside."

Edith Williams, *shopper*, Wellesley



"It seems so simple now. Get rid of the traffic which was scaring people away and the streets fill up with people walking. And people who are walking are more likely to go into the stores than folks who are stuck in downtown Boston traffic. Everybody wins."

Elizabeth Riley, *shopper*, Boston



In three years the number of pedestrians at Boston's busiest corner is up 20%. Overall pedestrian traffic throughout Downtown Crossing is up 10%. And as more and more people have turned to walking and riding public transit to work and shop in downtown Boston, the number of cars in the area nearby has dropped significantly.

Banishing the automobile from those eleven crowded downtown blocks liberated Boston's shopping district from a long and dingy decline. Four of those blocks were resurfaced with red brick on both sidewalks and streets.

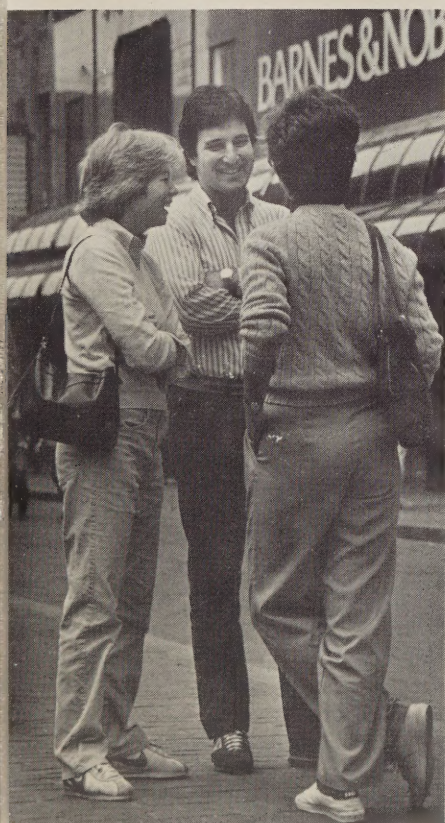
"Three years ago customers and stores were leaving downtown Boston for the suburbs. This district was in real trouble. That's completely reversed now.

"Our problems today are the problems of success. Dealing with mountains of trash. Getting the T to restore bus service. That kind of thing.

"But one of the spinoffs of this story is the creation of the Downtown Crossing Association and now for the first time downtown businesses are operating as a group and continuing to work to improve the whole area."

Bethany Kendall, *Executive Director,
Downtown Crossing Association*





"New tenants are moving into the Crossing. There's real change just in the last year. Smart young local people are seeing real opportunity and they're going for it.

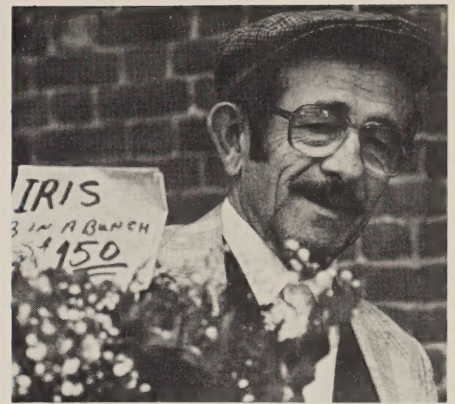
"I've rehabilitated my whole building with three new businesses where there was one before. There were ten serious bidders for those three leases.

"I'm so enthusiastic about Downtown Crossing I'm going to live here. I'm celebrating its third anniversary by moving into an apartment I've built at the top of my building."

Alvin Schmertzler, Vice-President, Miles



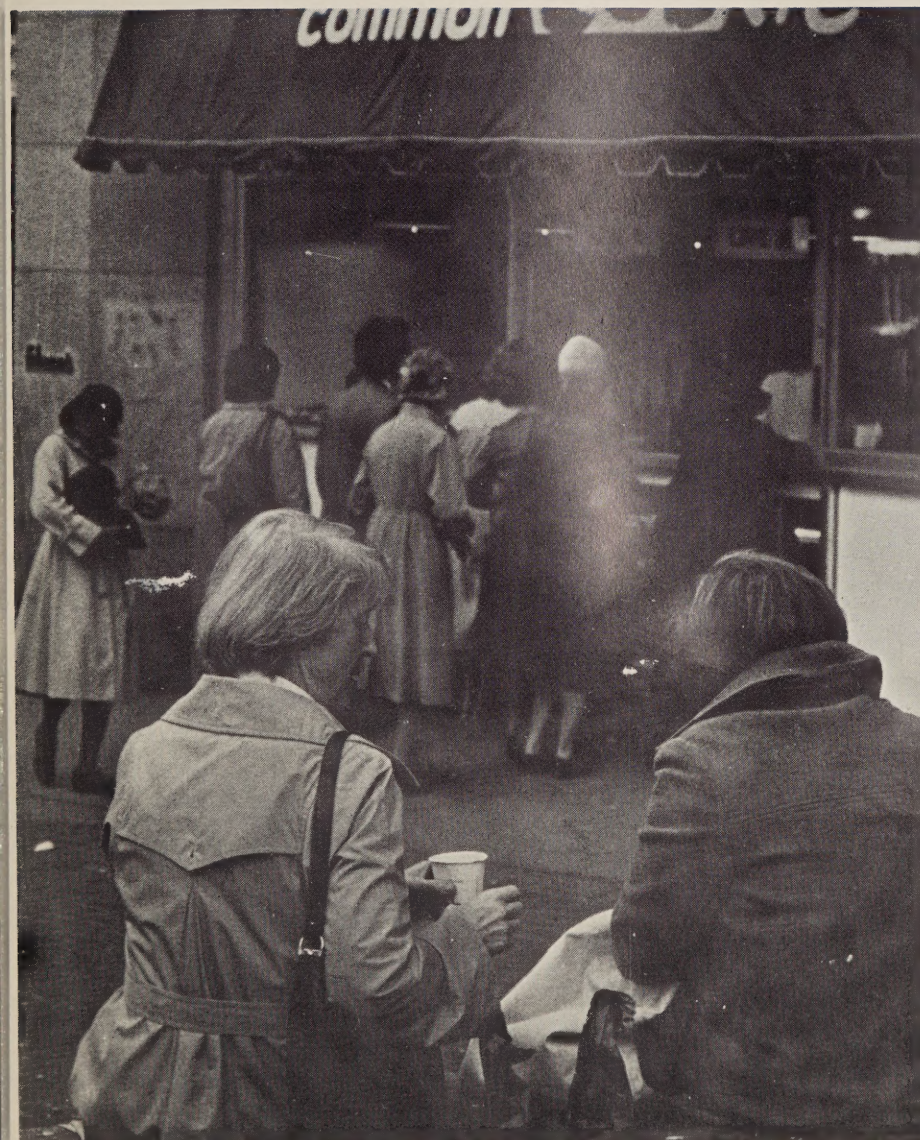
The resurgence of Boston's retail industry is a story of public and private partnership that has been a model for cities from Baltimore to London. But Boston is not resting on its laurels. The success of the Waterfront, Faneuil Hall Marketplace, and Downtown Crossing has created a momentum that is already beginning to transform the adjacent theater district and surrounding areas. Downtown Boston is alive. It's building. It's working. It's changing. It's staying itself. It's Boston.



"It all depends on confidence before anything can happen. The city showed its confidence in the future of the district with some creative use of public capital. The businesses expressed their confidence by their willingness to try something different, to invest in something experimental.

"The public has matched that spirit with a vote of confidence that has surprised even some of the project's most enthusiastic advocates."

Robert J. Ryan, *Deputy Mayor for Development and Director of the Boston Redevelopment Authority*



Pedestrian traffic is going to increase even more in the near future. A new regional transportation center, two new hotels, five new office towers, and Boston's first new downtown apartment tower are all under construction within four blocks of the crossing. By 1983 at least 15,000 more people a day are going to be visiting, working, and living near the busiest corner in New England.



"The biggest difference is in the pace. People always seemed a little desperate before. They came here because they knew they could find what they needed in the stores. But it was *never* fun. Now they're more relaxed — you can see it in their faces. People never used to stroll here."

David Boynton, *saxophonist, Cambridge*





“The success of the first three pieces — the Waterfront, Quincy Market and Downtown Crossing — develops a momentum of its own. The building that’s going on downtown now — 53 State Street, the Devonshire, Lafayette Place, Post Office Square, the Meridien, Dewey Square, and South Station — all of that is going to make it easier to take the next step.

“In five years lower Washington Street is going to be booming, too. It’s all coming together — the Theater District, the New England Medical Center, the State Transportation Building, Wang Labs — the Combat Zone is going to be cleaned up or squeezed out by the most powerful force of all — economic pressure.

“Sure we’ve got problems. Who doesn’t? But we’ve come a long, long way with the public and private sector working together in Boston. And now more than ever, we really need that cooperation to work out solutions to new problems created by our very success.”

Kevin H. White, *Mayor of Boston*





Photographs: Phyllis Graber Jensen

Marketing and Development, Boston City Hall, Boston 02201



